

# FINANCIAL FACTS & FUTURE FEES!

Since the Coggan Family Aquatic Complex opened in September 2002, we have worked hard to minimize expenses while maximizing revenue. From the start we projected an annual deficit of \$50,000 which we planned to cover by soliciting donations.

Thanks to the ongoing support of many generous donors, we've managed to cover expenses with only one admission fee increase in January of 2005. However, due primarily to rising insurance and utility rates, the deficit rose to \$75,000 in 2005 and is projected to be \$84,000 this year.

The La Jolla Aquatic Complex Foundation Board of Directors has spent a lot of time and energy working on ways to cover the annual deficit. At the beginning of this year, we created an Endowment Fund to increase our earnings potential. We began applying for grants for public and private funds, with some positive results. We increased pool hours and rental fees for outside groups and are operating at maximum capacity.

Unfortunately, in spite of our best efforts, the Board has determined that admission fees must be increased effective July 1, 2006. In coming to this decision, we took a careful look at the fees charged by other pools throughout the county and came to the conclusion that the new fees are fair and reasonable, especially when the quality of our complex and the lack of comparable facilities close by are considered.

## CFAC 2006 BUDGET

### REVENUE

Community Admissions (current rates)	160,000
Community Programs	105,000
San Diego City Schools (P.E. classes)	100,000
Outside Group Rentals	89,000
Special Events	40,000
LJHS Aquatic Teams	35,000
Vending Machines	2,000
<b>TOTAL</b>	<b>\$531,000</b>

### EXPENSES

Payroll and Benefits	(335,000)
Utilities	(145,000)
Insurance	(84,000)
Chemicals	(27,000)
Repairs and Replacements	(10,000)
Telephone/Supplies	(8,000)
<b>TOTAL</b>	<b>(\$615,000)</b>
<b>DEFICIT</b>	<b>(\$84,000)</b>

## ADMISSION FEES AS OF JULY 1, 2006

	<u>AGES</u>	<u>DAILY</u>	<u>MONTHLY</u>	<u>ANNUAL</u>
CHILD	1-6 yrs	\$3	\$21	\$180
YOUTH	7-18 yrs	\$5	\$35	\$276
ADULT	19-64 yrs	\$8	\$60	\$480
SENIOR	65+	\$5	\$40	\$360
FAMILY	2 adults and 2 children			\$720
	each additional child			\$100

## BUY NOW AND SAVE !

*PURCHASE AN  
ANNUAL MEMBERSHIP  
OR RENEW YOUR EXISTING ONE  
BEFORE JUNE 30  
AND AVOID THE  
FEE INCREASE  
FOR A YEAR!*

## BENEFITS OF ANNUAL MEMBERSHIP —

If you currently pay on a month-to-month basis, you'll save a bundle with an Annual Membership. If you are an adult and swim in the pool more than seven times per month, an Annual Membership would save you \$240 per year. If you have more than one person in your family utilizing the pool, consider the great savings associated with an Annual Family Membership. Just do the math!

# WAYS YOU CAN HELP US PREVENT FUTURE FEE INCREASES !

## ***DONATE TO:***

### **Capital Operating Fund —**

This Fund is used to cover the annual operating deficit of the CFAC. The projected deficit for 2006 is \$84,000. The Fund's balance on January 1, 2006 was \$21,000. Donations of \$31,000 have been received to date from Bonnie Coggan, Riford La Jolla Community Fund, Merrill Lynch, and Tony and Caroline Farwell. **\$32,000** is still needed to cover the projected deficit.

### **Capital Reserve Fund —**

This Fund was created to hold funds for future and unanticipated repairs and the replacement of items not included in the annual budget. The Fund's balance is \$10,000 and our goal is to maintain a balance of \$100,000.

### **Endowment Fund —**

This Fund was created this year to receive donations that would then be invested with its earnings used to help cover the annual operating deficit. **The Coggan Family has offered to match every dollar donated to the Fund in 2006.** The Fund's current balance is \$66,000. Since January donations have been received from Gary Felt, Andy and Tracy Nelson, Jack McGrory, Kendall and Sabina Wallach Melville, Bruce and Charlonna Beach, Mark Daitch, Scott Bertrand and the Coggan Family. Our goal is \$500,000.

### **Purchase a Wish List Item —**

This list is generated by requests received from our pool users. Donors may specify that their donation be used to purchase a specific item on the list.

Current wish list items include:

- Sun Shades
- Swim Suit Dryer
- Locker Room Wall Tiling
- Plastic Lockers (replace metal ones)

**ALL DONATIONS ARE  
TAX-DEDUCTIBLE  
AND DONORS WILL  
RECEIVE RECOGNITION!**

## ***VOLUNTEER TO:***

### **Promote Pool Use —**

Invite your friends and family members to join you for a swim in the pool. Schedule a fun filled birthday party for your child at the pool.

### **Support Community Programs —**

Enroll your children/grandchildren in our great Summer Camp Program and help them become water safe and good swimmers by signing them up for either group or private Swim Lessons.

Encourage your friends to do the same!

### **Help With Fundraisers —**

Plan our new Spring 2007 fundraiser  
Swim/Run Biathlon

Work on current fundraisers

Viking Alumni Water Polo Games

SPLASH Bash

Suggest new fundraisers

### **Solicit Donations —**

Explain the pool's financial situation to your family and friends and ask them to make a tax-deductible donation.

Talk to local business owners and encourage them to donate to the pool stressing the great publicity they will receive for doing so.

### **Locate Potential Grants —**

Contact local organizations or foundations that issue grants and determine whether our community pool and programs for children are eligible.

### **Serve on the Board of Directors —**

Submit your name for consideration by the Board of Directors. Currently there are 15 members who are elected annually in December for a term of one year.

**EVERY VOLUNTEER IS  
INVALUABLE  
AND ALL WILL  
RECEIVE RECOGNITION!**